

Electronic Acknowledgement Receipt

EFS ID:	8342414
Application Number:	10043714
International Application Number:	
Confirmation Number:	6438
Title of Invention:	System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters
First Named Inventor/Applicant Name:	Isaac Bentolila
Customer Number:	23386
Filer:	Joel M. Fogelson/Jill Garretson
Filer Authorized By:	Joel M. Fogelson
Attorney Docket Number:	MET2.PAU.25
Receipt Date:	02-SEP-2010
Filing Date:	09-JAN-2002
Time Stamp:	10:27:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$2024
RAM confirmation Number	20182
Deposit Account	070832
Authorized User	

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	MNI020002_RCE_2SEPT2010.pdf	700172 a2db38f7e96fad59d5449ee09ff6f5fa3f5eed03	no	3

Warnings:
Information:

2		MNI020002_AMD-FOA_2SEPT2010.pdf	191094 30069b2415aa4d7039b19ea31452b8372b8966ba	yes	31
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Multipart Description/PDF files in .zip description
Document Description **Start** **End**

Amendment Submitted/Entered with Filing of CPA/RCE 1 1

Claims 2 9

Applicant Arguments/Remarks Made in an Amendment 10 31

Warnings:
Information:

3	Fee Worksheet (PTO-875)	fee-info.pdf	33887 1afb6dbc0a616f63e519840a0a928cad8d1d9313	no	2
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Total Files Size (in bytes): 925153

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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

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New International Application Filed with the USPTO as a Receiving Office

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